

FOR IMMEDIATE RELEASE

Contact: Na tasha Jenkins/ Brian Alexander
JMPR Public Relations
818.992.4353
njenkins@jmprpublicrelations.com
balexander@jmprpublicrelations.com



OMIX-ADA AND PETTY'S GARAGE PARTNER TO AUCTION CHARITY JEEP BUILD AT MECUM AUCTIONS IN HOUSTON APRIL 8

*One-of-a-Kind, Custom Jeep Offered at No Reserve with Proceeds Benefitting Victory
Junction Camp*

Suwanee, Ga. (March 21, 2017) – [Omix-ADA](#)[®], the world's largest independent manufacturer and wholesaler of Jeep[®], truck and off-road parts and accessories, today announced that its 2016 Jeep Wrangler JK, which was presented at the 2016 SEMA Show and built in conjunction with famed racer Richard Petty's custom shop, is slated to be auctioned for charity without reserve at Mecum Auctions on April 8, 2017 in Houston, Texas. All proceeds will be donated to Victory Junction Camp, a charity organization founded by the Petty family to help care for children with special needs.

Representing the first-time collaboration between Omix-ADA and Petty's Garage, this Hydro Blue Jeep Wrangler JK represents the fourth time that Omix-ADA has partnered with SEMA Cares to help make a positive difference in the lives of others.

Starting out as a stock 2016 Jeep Wrangler JK, stock car racing legend Richard Petty and his crew completed a total transformation of the Wrangler into a serious off-road contender, adding a full complement of Omix-ADA and Rugged Ridge interior and exterior accessories including bumpers, light bars, wheels, grille, tube doors and winch.



Omix-ADA and Petty's Garage partnered together to rebuild a 2016 Jeep Wrangler JK to benefit Victory Junction Camp, which will be auctioned off Saturday, April 8, 2017.

Photo Credit: Rugged Ridge

The SEMA Cares 2016 Jeep Wrangler will be offered up for auction without reserve, as Lot #S88 at the Mecum Auctions on Saturday, April 8, 2017 in Houston, which will be held at the NRG Arena. All proceeds from the sale of the SEMA Cares Jeep Wrangler will be donated to the Victory Junction Gang Camp in Randleman, NC, a camp whose goal is to serve the needs of critically ill children. For more details on the auction, visit <https://www.mecum.com/auctions/houston-2017/lots/featured/>

For more information on SEMA Cares and its ongoing work with local communities, please visit <https://www.sema.org/council/SEMA-Cares>.

For more information on Omix-ADA and its family of brands, please visit www.Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.

ABOUT OMIX-ADA, INC.

Omix-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For two decades, Omix-ADA has designed, tested and manufactured more than 20,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 90 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit <http://www.omix-ada.com>. Jeep® is a registered trademark of FCA USA LLC.